



# RETAILER CONNECTION

September  
2023



**\$20**  
Merry & Bright  
\$300,000 top prize



**\$5**  
Money Rush  
\$100,000 top prize



**\$1**  
Triple Luck  
\$6,000 top prize



## MO Money Monday: September 25

Three new Scratchers games will arrive on MO Money Monday, Sept. 25.

Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each new game by midnight the day after delivery.



# Superior Sales

Congratulations to our 2022 Million Dollar Club members! The tradition continues as we recognize the previous year's high achievers with celebrations throughout the summer. Here are just a few of the 243 retailers who sold \$1 million or more in Lottery tickets in 2022.



Retailer	Contribution to Education
Gerbes 118, Jefferson City	\$292,512
Kum & Go 578, St. Robert	\$239,102
Alta Convenience 6511, Florissant	\$338,032
Schnucks Market 731, Festus	\$340,841
Dylan's Sports Bar & Grill, Arnold	\$251,345



Gerbes 118



Kum & Go 578



Alta Convenience 6511



Schnucks Market 731



Dylan's Sports Bar & Grill

Similarly, we're also celebrating retailers who sold more than \$250,000 in Club Keno last year. The following earned entry into the 2022 Keno Crown Club for their high sales.



Retailer	Contribution to Education
The Keg, Blue Springs	\$72,283
Players Restaurant, Warrensburg	\$76,585
Grumpy's, Springfield	\$76,190
Trueman's Place, Fenton	\$81,956
Buffalo Wild Wings Grill & Bar, Ballwin	\$67,962



The Keg



Players Restaurant



Grumpy's



Trueman's Place

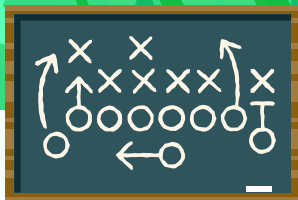


Buffalo Wild Wings Grill & Bar

2023

**BONUS HOURS**

SEPTEMBER  
1, 8, 15, 22 & 29  
4-7 P.M.



## CLUB KENO BONUS HOURS ARE BACK!

During the Club Keno “Bonus Hours” promotion, your customers will have the chance to win increased prizes, and you’ll have the opportunity to increase sales and profits!

Every Friday in September from 4-7 p.m., players who purchase a 10-draw Club Keno ticket and win will receive up to 50% more on base prizes of \$2 or greater!

A Caldwell County player took advantage of the “Bonus Hours” promotion in June and won a \$197,480 prize. In fact, she said she “jumped out of the pool” to make sure she bought a ticket during the promotional hours. Remind your customers about the chance to win more this month with the “Bonus Hours” promotion. They could be the next big winner!

Keno “Bonus Hours” will take place on Sept. 1, 8, 15, 22 and 29.

**DID YOU KNOW?**

- The *My Lottery*® Players Club now allows players to order ALL GAMES coupons, letting your customers decide how they’d like to redeem them.
- ALL GAMES coupons can be used for Scratchers, Draw Games tickets OR any combination of both!
- Redemption instructions are printed on each player coupon.

## New Holiday Ticket to Delight Your Customers This Season

The first holiday ticket of the season – “Merry & Bright” – will arrive just in time for September’s MO Money Monday. This \$20 holiday ticket is sure to make the season bright for your players with the “scratch my back” play feature that offers more chances to win!

If this isn’t enough to make your customers merry, don’t worry, we have you covered. The rest of our holiday-themed Scratchers tickets will be released in mid-October. Stay tuned for more details!



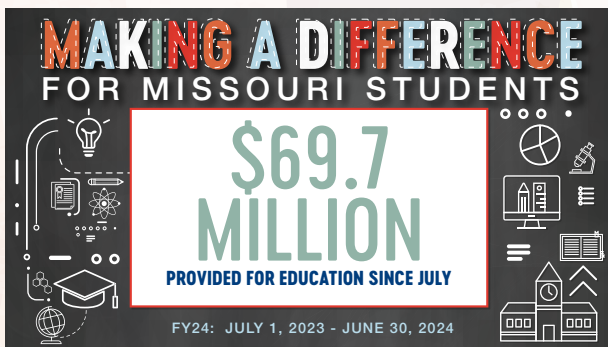


## 'Scratch Big, Win Big' Monthly Drawings

Remind your customers to enter qualifying tickets into their *My Lottery* Players Club account for a chance to win one of 10 \$500 prizes each month. All active \$30 or \$50 Scratchers tickets are eligible for this promotion. Each \$30 ticket entered will receive three entries, and each \$50 ticket entered will receive five entries into the monthly drawing. The deadline to enter tickets for the October 3 drawing is September 30.

## Monthly Proceeds Provided to Education

The August transfer of approximately \$40.1 million was based on sales in July, bringing the total profits transferred in FY24 to more than \$69.7 million so far.



## Reminder: Check Terminal Messages Frequently

Make sure to stay in the know with the latest and most accurate Lottery information by regularly checking your terminal messages. These communications include mail messages and sign-on messages with reminders to let you know about:

- Drawings and promotions
- Bonus opportunities
- New draw games and features
- When to pull Scratchers games
- Essential Lottery news



## September Calendar

SEPT. 1	New Rewards Available for <i>My Lottery</i> ® Members
SEPT. 1	Club Keno "Bonus Hours" Promotion, 4-7 p.m.
SEPT. 4	Labor Day, All Lottery Offices Closed
SEPT. 6	"Scratch Big, Win Big" Monthly Drawing
SEPT. 8	Club Keno "Bonus Hours" Promotion, 4-7 p.m.
SEPT. 15	Club Keno "Bonus Hours" Promotion, 4-7 p.m.
SEPT. 22	Club Keno "Bonus Hours" Promotion, 4-7 p.m.
SEPT. 25	MO Money Monday New Ticket Delivery
SEPT. 29	Club Keno "Bonus Hours" Promotion, 4-7 p.m.
SEPT. 30	Entry Deadline for Next "Scratch Big, Win Big" Monthly Drawing

Next New Ticket Launch: Oct. 16, 2023

RETAILER HOTLINE 1-866-665-6883    RETAILER PORTAL [retailer.molottery.com](http://retailer.molottery.com)    IGT EQUIPMENT HOTLINE 1-800-729-4832  
 LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038    WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MOLottery



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